

Message Text

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PAGE 01 STATE 132540
ORIGIN EB-08

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DRAFTED BY EB/TRA:JRATWOOD:BD
APPROVED BY EB/TRA:JRATWOOD
EUR/NE:DGOODMAN
-----109199 250745Z /11

R 242118Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY LONDON

UNCLAS STATE 132540

E.O. 11652: N/A

TAGS: EAIR, UK

SUBJECT: CIVAIR: PAN AM ADVERTISING FOR LONDON-LOS
ANGELES SERVICES

REF: LONDON 7988 AND 8169

1. DEPARTMENT SPOKE WITH PAN AM ON ADVERTISING DISPUTE.
PAN AM ADVISES THAT IT HAS UNDERTAKEN NO EXTENSIVE
ADVERTISING OF LONDON-LOS ANGELES SERVICES. THE SERVICE
IS RECORDED ONLY IN AIRLINE GUIDE AND SUMMER SCHEDULE,
FOR WHICH SUBSTANTIAL ADVANCE NOTICE HAD TO BE GIVEN. NO
NEWSPAPER ADVERTISEMENTS HAVE BEEN PLACED. ANY EFFORTS
NOW TO REVISE TIMETABLES OR AIRLINE GUIDE WOULD NOT TAKE
EFFECT UNTIL WELL AFTER THE SERVICE IS PLANNED TO COMMENCE.
TIMETABLES AND AIRLINE GUIDE ARE USED ALMOST EXCLUSIVELY
BY THE TRADE, AND NOT BY GENERAL PUBLIC, AND THEREFORE
THERE IS NO SUBSTANTIAL RISK OF CONSUMER DECEPTION. BOTH
ALSO INDICATE THAT SERVICE IS PROJECTED BUT NOT NOW
IN EFFECT.

UNCLASSIFIED

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PAGE 02 STATE 132540

2. PAN AM ALSO NOTES THAT, UNDER REPORTED USCAB
RECOMMENDED DECISION, LOS ANGELES WOULD HAVE PRIORITY OVER
BOSTON AS SECOND U.S. DUAL-DESIGNATED CITY, AND THEREFORE
BRITISH WOULD HAVE NO RIGHT TO REJECT ITS DESIGNATION.

3. PAN AM IS AWARE THAT DISPUTE OVER GUIDE HAS CAUSED

IRRITATION TO BROWN, AND STATES ITS REGRET ON THIS POINT. IT HAS MADE SEVERAL GENERAL EFFORTS TO IMPROVE RELATIONS WITH BROWN, BUT THUS FAR HAS NOT BEEN SUCCESSFUL. BROWN'S REQUEST THAT PAN AM REMOVE SERVICE FROM GUIDE IS UNACCEPTABLE TO COMPANY, SINCE REMOVAL WOULD TAKE EFFECT AFTER SERVICE IS PLANNED TO COMMENCE, AND COULD RESULT IN LOSS OF SUBSTANTIAL TRAFFIC.

4. ACTION REQUESTED: EMBASSY SHOULD MAKE ALL EFFORTS TO HAVE PAN AM-UK ADVERTISING DISPUTE TREATED AS MINOR TECHNICAL MATTER, IN WHICH NEITHER GOVERNMENT HAS A SUBSTANTIAL PUBLIC INTEREST. POINTS IN FAVOR OF PAN AM POSITION COULD BE MADE IN LOW-KEY MANNER, BUT WITHOUT SUGGESTING THAT U.S. IS ENCOURAGING PAN AM IN ITS COURSE. THERE IS NO JUSTIFICATION FOR BRITISH ELEVATING THIS ISSUE AS BASIS FOR NEGATIVE ATTITUDE ON RECENT CARTER-CALLAGHAN PROPOSAL. SAME POINTS HAVE BEEN MADE TO UK EMBASSY IN WASHINGTON, WHICH MAY TELEPHONE BROWN. CHRISTOPHER

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